

HEALTH PROMOTION & PREVENTION INITIATIVES

NEWSLETTER



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Initiative Spotlight



UNIT LEVEL TOBACCO CESSATION

The health issue

The goal of this initiative is to improve tobacco cessation rates in Active Duty Soldiers. This program is especially important in this time of widespread deployments and increased mission stress.

Unique and/or innovative program aspects

Each unit is assigned a Health Promotion Technician (HPT) who coordinates the tobacco cessation program to meet the unit's specific needs. When there is a duty conflict for the participants, such as a field exercise, the HPT coordinates with the unit education coordinator/NCOIC/Commander to reschedule the tobacco cessation sessions before or after the field exercise to ensure participants are able to attend all sessions.

Demonstration of program effectiveness and/or impact

Fifty to ninety percent of participants who complete the program are tobacco-free at the end of the program. In addition, past program participants refer many new participants to the program.

Impact on force readiness and deployability

Tobacco use by military personnel has a direct impact on force readiness. Tobacco cessation provides the opportunity to achieve a healthier lifestyle, decrease the risks associated with tobacco use, and provide the Command with Soldiers that are stronger, healthier, and more able to perform their mission.

Ideas from the Field

Advice from HPPI FY04 Project POCs (part 4)

- Make sure you communicate how your program will help troops be as ready as possible.
- Don't reinvent the wheel! Network with other health promotion professionals, use existing resources (like USACHHPM materials) and modify them as needed.
- Assess the needs of your community in determining how long a program should run. You may need to make the program shorter (i.e., fewer sessions) or longer, depending on community needs.
- Make clear from the beginning that Soldiers should make improved health a personal goal, not just something the Army wants them to do.

Prevention Resources



USACHPPM Ultimate Preventive Medicine CD (Tech Guide 276) contains information on an extensive number of preventive medicine topics. Order the CD-Rom at http://chppm-www.apgea.army.mil/hio_public/orders.aspx

Program Pointers

Communicating Program Success in Writing

Well-written communication can affect command support, resource allocation, and even program participation. Don't fall into the trap of writing without a plan. Use the principles below to write about the impact of your health promotion programs.

Know the audience

Consider *who* will read what you write. Soldiers, Commanders, and family members will think in different ways and consider different things to be important.

Plan the message

Determine the two or three *main points* you want to communicate. This will keep your writing focused.

BLUF: Bottom line up front

The most important information should be stated *first*. Don't bury the most important information you need to communicate towards the end: readers may stop reading before they get to your main message.

WIIFM: "What's in it for me?"

Tell your audience how the program will benefit *them*. You will have to think like a Soldier, Commander, family member, etc. Put the value of your program impact into terms that are most meaningful for your audience.

All roads lead to readiness

Finally, always communicate the ways your program enhances *force readiness*. Get in the habit of linking EVERYTHING in health promotion to readiness.

Don't Reinvent the Wheel!



Resource Guide for Nutrition and Physical Activity Interventions to Prevent Obesity and Other Chronic Diseases

<http://www.cdc.gov/nccdphp/dnpa/obesityprevention.htm>

Resource guide topics cover: obesity prevention and control (including caloric intake and expenditure), increased physical activity, improved nutrition (including the benefits of breastfeeding and increased consumption of fruits and vegetables), and reduced television time.

HPPI News & FAQs

The HPPI FY06 Request for Proposals (RFP) will be released on or about 17



October 2005. The application period will be open through 9 January 2006. The HPPI Program identifies best approaches in health promotion through the funding and evaluation of new and/or innovative health promotion initiatives.

Specific requirements for the FY06 RFP will be found on the HPPI web page at: <http://chppm-www.apgea.army.mil/dhpw/Population/HPPI.aspx>. The link for the online RFP will also be available at this same link.

For more information about HPPI, or to see past issues of the HPPI newsletter, visit <http://chppm-www.apgea.army.mil/dhpw/Population/HPPI.aspx>.

To subscribe to this newsletter or send comments/suggestions send email to: Marcella.Birk@apg.amedd.army.mil or call DHPW at (410) 436-4656, DSN 584-4656.

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